



The Marketing Concept

Identify the needs of the target market, satisfy the needs of the market, and do it profitably.



Marketers help businesses create new or improve products by using:

- Marketing Research
- Buying Behaviors

Elements of the Product

Basic Product

Brand Name

Features/Benefits

Options/Accessories

Packaging

Services

Uses

Guarantees

Product



Place (Distribution)

Channels of Distribution

Direct or Indirect



1. When and where will the product be exchanged, bought, used?
- 2.) What will affect the distribution?
- 3.) What services or other actions must be performed for the exchange to happen?
- 4.) Special Handling?
- 5.) Distribution Actions?
- 6.) When and Who?

Pricing Goals

- 1.) Maximize Profits
- 2.) Increase Sales
- 3.) Maintain Image



Pricing Influences

- 1.) Supply and Demand
- 2.) Quantity Purchased
- 3.) Customer Service
- 4.) Special Products
- 5.) Channel of Distribution
- 6.) Advertising and Promotion

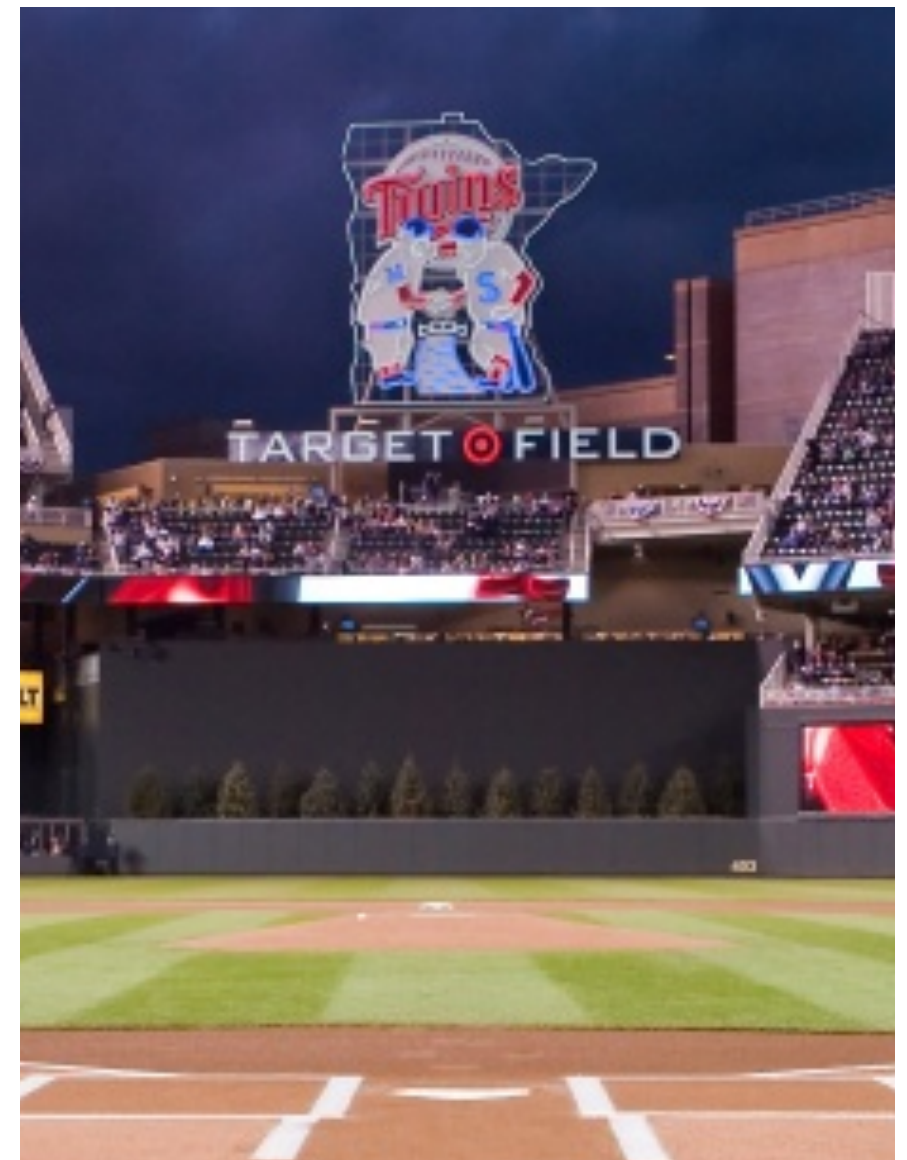
Pricing Strategies

Promotion

The efforts of a business to communicate with customers resulting in some type of action.

Promotional Methods

- 1.) Advertising
- 2.) Trade Promotions (POP Display)
- 3.) Consumer Promotions (Sales)
- 4.) Personal Selling
- 5.) Public Relations
- 6.) Sponsorships
- 7.) Direct Marketing



People

Roles Played

- Personal Selling
- Customer Service
- Support

